



PARTNERSHIP GUIDE



Sugar Maple

— TRADITIONAL MUSIC FESTIVAL —

WHAT THEY'RE SAYING...

"... the Sugar Maple Traditional Music Festival has become an established part of the city's summer music calendar."

— Tom Laskin, Isthmus Publishing Co.

"The event was very well planned for the space and we look forward to hosting the event for years to come."

— Dane Co. Parks Commission

"...the annual [event] has been turning people on to some great, authentic music for years now..."

— Rob Thomas, Wisconsin State Journal

"The summer's most robust and varied weekend of roots music..."

—The Onion

Come join the fun!

The Sugar Maple Traditional Music Festival presents authentic roots music and interactive opportunities (jams & workshops) every summer in Madison, Wisconsin. This family-friendly festival draws nearly 2000 people each year to listen, pick, dance and celebrate handmade music. Sponsorship and advertising options are available for you to reach this diverse audience ranging from families with children to retired seniors with disposable income. The festival is presented by Four Lakes Traditional Music Collective (FLTMC), a 501.3c not for profit organization.



Sugar Maple

— TRADITIONAL MUSIC FESTIVAL —

PO Box 3299, Madison, WI 53704
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email: fourlakesmusic@gmail.com
www.sugarmaplefest.org

Partner Recognition

- Traditional music enthusiasts throughout the Greater Madison area, as well as local and national media, continue to embrace the Sugar Maple Traditional Music Festival. Presented by the Four Lakes Traditional Music Collective (FLTMC), the Sugar Maple Festival showcases local and national musicians from a variety of musical traditions.
- An emphasis on audience engagement and participation sets the Sugar Maple Festival apart from other outdoor summer festivals. Music performances, play-along jams and close-up educational workshops are presented throughout the festival.
- Festival sponsorship is a wonderful opportunity to partner with this growing, family-friendly Madison tradition. For our Festival Sponsors, FLTMC will provide donor recognition through a variety of marketing efforts aimed at reaching both the audience that attends the festival and the general public.
- We hope to build long-term, mutually beneficial partnerships with organizations looking to support a positive, educational, and cultural experience.
- Please contact us to discuss the many partnership opportunities that would benefit your organization. We will do our best to work with you to find solutions that fit your needs.

Program Advertising

Program ads are available as text only ads (classified ad style)

- 1/10 page is \$100
- 2/10 page is \$150

Ads can be vertical or horizontal

Sponsorship Levels

YAHARA LEVEL

\$3000 or more cash donation or an in kind donation of \$6000 or more. Yahara level is recognized as the primary Sugar Maple Traditional Music Festival sponsor.

Yahara Benefits

Logo

- Primary billing on posters/flyers/print ads
- Front Page placement on Web site with link

Name

- Primary mention in broadcast ads
- Primary mention in press releases
- Primary mention from Sugar Maple Stage
- Receives thanks in Sugar Maple program

Advertising

- Full page B&W ad in Sugar Maple program
- Display space for sponsor provided banner (2'X5')
- Display space for sponsor provided flyers

Other negotiated benefits

MENDOTA LEVEL

\$1500 or more cash donation or an in kind donation of \$3000 or more. Mendota level is recognized as a major Sugar Maple Traditional Music Festival sponsor

Mendota Benefits

Logo

- Revolving Front Page placement on Web site with link

Name

- Mention in broadcast ads
- Mention in press releases
- Mention from Sugar Maple Stage
- Receives thanks in Sugar Maple program

Advertising

- One 1/2 page B&W ad in Sugar Maple program
- Display space for sponsor provided banner (2'X5')
- Display space for sponsor provided flyers

Other negotiated benefits

MONONA LEVEL

\$700 or more cash donation or an in kind donation of \$1400 or more. Monona level is recognized as a Sugar Maple Traditional Music Festival sponsor

Monona Benefits

Logo

- Revolving Front Page placement on Web site with link

Name

- Mention from Sugar Maple Stage
- Receives thanks in Sugar Maple program

Advertising

- One 1/3 page B & W ad in Sugar Maple program

Other negotiated benefits

WAUBESA LEVEL

\$300 or more cash donation or an in kind donation of \$600 or more. Waubesa level is recognized as a Sugar Maple Traditional Music Festival sponsor

Waubesa Benefits

Logo

- Revolving Front Page placement on Web site with link

Name

- Mention from Sugar Maple Stage
- Receives thanks in Sugar Maple program

Advertising

- One 1/4 page B&W ad in Sugar Maple program

Other negotiated benefits